

**ABSTRACT**

A method of creating user-experiential media services in an information system including several databases for information content, users of information services, information content parameters and user profile parameters, and a rulebase for the reaction impulses of a test user group to information stimuli presented. In the system, a database descriptive of users' reactions is created. Metadata files are created for the user of the information service and the content of the information service by comparing the actual parameters descriptive of the user and the content of the information service with the theoretical parameters included in the rulebase. Possible reactions of the interaction of the user and the content of the information service are specified, whereupon the desired reaction is selected among the possible reactions. The content of the information service is modified for presentation to the user in order to achieve the desired reaction.

(Figure 5)